

*Ad Astra*



*Per Aspera*

## ***Kansas Department of Health And Environment***

### ***Kansas Newspaper Clips Report - April 2008***

**Total Tobacco Clips: 298**

**Total PAN Clips: 128**

#### **Coverage Characteristics**

##### **Type**

Hard News	138	46.31%
Editorial	104	34.90%
Letter To Editor	48	16.11%
Editorial Cartoon	0	0.00%
Advice	8	2.68%

##### **Origin Of Story**

National	2	0.67%
State	103	34.56%
Local	193	64.77%

##### **Prominence**

Front Page	31	10.40%
Editorial Page	116	38.93%
Other	151	50.67%

##### **Scope Of Story**

National	2	0.67%
State	138	46.31%
Local	158	53.02%

##### **Clean Indoor Air**

Primary	147	49.33%
Secondary	66	22.15%
No	85	28.52%

##### **Opinion Slant of Editorials, Letters**

Pro Tobacco	13	8.02%
Anti Tobacco	118	72.84%
Neutral	31	19.14%

##### **Advertising Restrictions**

Primary	0	0.00%
Secondary	0	0.00%
No	298	100%

##### **Slant**

Pro Tobacco	9	3.02%
Anti Tobacco	169	56.71%
Neutral	120	40.27%

## Tobacco Control Policy

### Economic Disincentives

Primary	0	0.00%
Secondary	68	22.82%
No	230	77.18%

### ETS

Primary	0	0.00%
Secondary	29	9.73%
No	269	90.27%

### MSA Expenditures

Primary	3	1.01%
Secondary	6	2.01%
No	289	96.98%

### Prevalence

Primary	0	0.00%
Secondary	55	18.46%
No	243	81.54%

### Youth Access

Primary	0	0.00%
Secondary	0	0.00%
No	298	100.00%

### Coalition/Partner Activities

Primary	55	18.46%
Secondary	85	28.52%
No	160	53.69%

## Health Consequences Of Tobacco Use

### Health Consequences Of Smoking

Primary	85	28.52%
Secondary	83	27.85%
No	130	43.62%

### Cessation

Primary	12	7.05%
Secondary	72	24.16%
No	214	71.81%

### Health Care Costs

Primary	37	12.42%
Secondary	84	28.19%
No	177	59.40%

## Anti-Tobacco Activism

### Media Outreach Campaigns

Primary	73	24.50%
Secondary	62	20.81%
No	163	54.70%

## PAN - Physical Activity and Nutrition Clips

Total PAN articles:128

Type		Prominence	
Hard News:92	71.85%	Front Page:14	10.93%
Editorial:30	23.44%	Editorial Page:30	23.44%
Letter to Editor:6	4.69%	Other:84	65.63%
Editorial Cartoon:0	0.00%		
Advice:0	0.00%		

Origin of Story		Scope of Story	
National :0	0.00%	National:2	1.56%
State:19	14.84%	State:54	42.19%
Local:109	85.16%	Local:72	56.25%